

**SOCIAL NETWORKING SITES' USAGE AND STUDENTS' ATTITUDES
TOWARDS SOCIAL BEHAVIORS AND ACADEMIC ADJUSTMENT IN
NORTHERN NIGERIAN UNIVERSITIES**

**A Thesis Submitted to the UUM College of Arts and Sciences in Fulfillment of the
Requirements for the degree of Doctor of Philosophy
Universiti Utara Malaysia**

By

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ATTESTATION OF THESIS WORK

I do attest that this humble thesis work was carried out by my humble self as the prime author. Other areas discussed and reviewed were acknowledged with the sources.

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DEDICATION

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ABSTRACT

The present study examines the extent to which social networking sites (SNSs) usage, students' social behaviors (SSB) and students' academic adjustment (SAA) among university students in Northern Nigeria. It investigated relationship among the SNS usage, SSB, and SAA. The variance in the extent of SNSs usage in relation to gender, age, faculty, ethnicity, socioeconomic background and religion was also investigated. The moderating effect of attitude towards SNS usage was examined. Four hundred participants were sampled and they completed the questionnaires. In addition, 24 volunteered participants from six universities were interviewed at six level focus groups on the constructs related to SNSs usage, SSB and SAA. This study employed a mixed-method model as interviews and questionnaires were employed. The data were qualitatively and quantitatively collected, sorted, analyzed and reported separately at significantly equal weight. The thematic qualitative analyses and the quantitative descriptive results suggested that the extent of SNSs usage, the SSB and SAA is high among the university students in northern Nigeria. One way analysis of variance (ANOVA) also revealed that there were no significant differences in the extent of SNSs usage in terms of age, faculty, socio economic background and the level of study. However, significant differences exist among ethnicity and religion. The independent sample t-tests revealed no gender differences in the extent of SNSs usage. Similarly the present findings show significantly positive inter-relationships among the SNSs usage, SSB and SAA. The findings also found attitude to be a strong predictor and moderator of the relationship between the SNSs and both the students' social behaviors and students' academic adjustment.

ABSTRAK

Kajian ini mengenal pasti tahap penggunaan halaman rangkaian sosial (SNS), perilaku sosial pelajar (SSB) dan penyesuaian akademik pelajar (SAA) dalam kalangan pelajar di Nigeria Utara. Hubungan antara penggunaan SNS, SSB dan SAA juga dikenal pasti. Penyelidikan dijalankan mengenai. Perbezaan dalam tahap penggunaan SNS berdasarkan jantina, umur, fakulti, etnik, agama dan latar belakang sosial ekonomi (SEB) diselidiki. Pengaruh penyederhanaan sikap terhadap penggunaan SNS juga dikaji. Empat ratus peserta telah dipilih untuk mengisi borang soal selidik. Selain itu, 24 peserta sukarela daripada enam universiti ditemubual dalam kumpulan tumpuan enam peringkat mengenai konstruk yang berkaitan dengan penggunaan SNS, SSB dan SAA. Penelitian ini menggunakan model kaedah gabungan kerana. Temubual dan soal selidik digunakan. Data kualitatif dan kuantitatif dikumpulkan, ditapis, dianalisis dan dilaporkan secara berasingan pada wajaran yang sama. Analisis kualitatif tematik dan hasil deskriptif kuantitatif menunjukkan bahawa tahap penggunaan laman rangkaian sosial, perilaku sosial dan penyesuaian akademik adalah tinggi dalam kalangan pelajar universiti di Nigeria Utara. Analisis varians (ANOVA) mendedahkan bahawa tidak ada perbezaan tahap penggunaan SNS berdasarkan usia, fakulti, latar belakang sosial ekonomi dan tahap pengajian. Sementara itu terdapat perbezaan yang signifikan berdasarkan etnik dan agama. Ujian T sampel bebas menunjukkan tidak terdapat perbezaan yang signifikan berdasarkan jantina dalam penggunaan SNS. Dapatan kajian mendapati hubungan antara penggunaan SNS, perilaku sosial pelajar dan penyesuaian akademik pelajar adalah signifikan dan positif. Dapatan kajian juga mendapati sikap menjadi prediktor dan moderator yang kuat ke atas hubungan antara penggunaan halaman rangkaian sosial dengan perilaku sosial pelajar dan penyesuaian akademik pelajar.

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List of Abbreviations

DV:	Dependent variable
FGN:	Federal Government of Nigeria
IV:	Independent variable
MV:	Moderating variable
NUC:	National University Commission
OFCOM:	Ofcom is the communications regulator
PDA:	Personal Digital Assistant
QQ:	Chinese form of Instant Messaging
RSS:	Really simple syndication
SAA:	Students academic adjustment
SATT:	Student attitude towards SNS
SEB:	Socioeconomic background
SNS:	Social networking site
SNSU:	Social networking site usage
SSB:	Students social behavior
TLD:	Top level domain
TCP/IP:	Tranmission control protocol /Internet protocol
HTTP:	Hypert text transfer protocol

CHAPTER ONE: INTRODUCTION

1.1 Introduction

The social networking sites (SNSs) are now a publicly buzzing idea. SNSs can be comprehended more through the concept of Web 2.0. Much has been written about Web 2.0 and to an extent it is still a fuzzy concept as it connotes different definitions. However, Web 2.0 is characterized by a number of factors that differentiate it with current web. It is also seen as a form of post modernistic philosophy (Anderson, 2007).

Tools geared to facilitate easy communication and sharing of ideas and resources and working collaboratively are associated with the concept of Web 2.0 (Ford, 2008). Rapid rise of blogs, SNSs, wikis, webinar, social tag, and podcast to mention a few enabled users communicated in form of a community like system. It is often referred to the two way Peer to Peer (P2P) activity for power of collective intelligence through collective constructive contributions of different people across the global network. The social networking sites (SNSs) proliferation has created a social phenomenon yet to be understood (Hosio, Kukka, & Riekk, 2008). SNSs have now integrated into the per diem event of millions of people mainly students (Boyd & Ellison 2007).

With the socialization on the Internet technology via Web 2.0, it impliedly and obviously means that we are interacting, sharing, collaborating and exchanging ideas especially using the SNSs like Facebook, MySpace, YouTube, Twitter, Second Life, NigeriaDotCom, Hi5, Orkut, and thousand of others. They appeared in such ways that were not dreamed of in few years ago. SNS connotes to represent relationships and flows of interaction among people (Aïmeur, Gambs & Ho, 2010).

The contents of
the thesis is for
internal user
only

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